

Amendments to the Specification:

Please amend the Specification on line ²³~~24~~ of page 2, as follows:

Conventionally, advertisements are served from an advertisement server, as illustrated in prior art Fig. 1. A browser executing within a client device 10 requests an advertisement from an advertisement server 20, represented by A. The advertisement server 20 returns the advertisement to the client device for insertion within a displayed Web page, represented by B. When a user clicks on the displayed advertisement, a request is sent to the advertisement server 20, represented by C. In response, the advertisement server 20 returns a redirection directive associated with a third party advertiser to the browser, represented by D. The browser follows the redirection to a Web site of the advertiser 25, represented by E, wherein additional details and/or information can be obtained, represented by F.

Please amend the Specification on line ¹⁶~~20~~ of page 5, as follows:

According to embodiments of the present invention, a text-to-speech transcoder may be configured to retrieve additional information associated with an advertisement in response to user interaction therewith and deliver the additional information to a user client device in an audio format. For example, a text-to-speech transcoder may be configured to recognize key words spoken by the user during delivery of an advertisement. In response to recognizing one or more key words spoken by the user, a text-to-speech transcoder may be configured to redirect the user client device to additional Web content associated with the advertisement (e.g., to another Web site). According to embodiments of the present invention, additional information may be retrieved from (or via) an advertisement server and delivered to a user client device.

ASJ
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